

Ministry of Plantation Industries



Sri Lanka Tea Board

EXPRESSION OF INTEREST

PREPARATION AND IMPLEMENTATION OF A COMMUNICATION PLAN FOR THE PROMOTION OF CEYLON TEA

The Sri Lanka Tea Board invites Expression of Interest from reputed and experienced Advertising Agencies/PR Firms who have links globally for preparation and implementation of a communication plan for the promotion of Ceylon Tea in identified target markets.

The selected party/parties will be responsible for preparation and implementation of the communication plan for the promotion and marketing of Ceylon Tea in identified target markets. The Agencies/Firms who meet the following criteria are invited to apply in the prescribed Agency Profile Form:

- i. Only local agencies with an international net-work or international agencies with a locally established office will be considered.
- ii. The agencies must have at least 10 years experience in design, preparation and implementation of marketing/communication plans of which at least 05 years experience should be in Fast Moving Consumer Goods (FMCG) advertising in the recent past. Agencies with experience in handling global accounts will be favourably considered.
- iii. The agencies must have handled accounts of over Rs. 300 Million (approx. US\$ 3 Million) annual media budgets.
- iv. The agencies must prove itself to the satisfaction of the Committee of Experts its capabilities for preparation & implementation of a communication plan within the given period.
- v. The agencies must have past experience in working in at least one of the following regions:

Russia/CIS Region, Middle East/Gulf Region, Far East/ASEAN/Oceania Region,
West/Central/East Europe, American Continent, African Continent

The format of Agency Profile which needs to be duly completed and submitted with the Expression of Interest (EOI) could be collected from Director (Promotion) of Sri Lanka Tea Board at No. 574, Galle Road, Colombo 3 or down-loaded from the following web site:

www.pureceylontea.com

The interested and eligible organizations may submit their EOI and duly perfected Agency Profile Form addressed to “Chairperson, Cabinet Appointed Negotiating Committee, Sri Lanka Tea Board, No. 574, Galle Road Colombo 3, Sri Lanka” under a sealed registered cover with a non refundable payment of Rs. 1000/- by a cheque in favour of Sri Lanka Tea Board before 3.00 p.m. on 12th March (Monday) 2012 or could be deposited in the Tender Box. The top left hand corner of the envelope should be marked as “Expression of Interest”.

The Cabinet Appointed Negotiating Committee reserves the right to short-list suitable applicants and the Request for Proposals (RfP) will be issued only to the short-listed applicants.

Chairperson
Cabinet Appointed Negotiating Committee
Sri Lanka Tea Board
574, Galle Road, Colombo 3
Sri Lanka